



M, 22.03.1987, unmarried
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OBJECTIVE

Job Type: Full time
Department: Advertising, Customer/Client Service, Internet/eCommerce/New Media, IT Hardware, IT Software, Mass Media/Journalism/Graphics/DTP, Public Relations, Printing/Publishing
Residence city: Bucuresti
Working City: Bucuresti
Career Level: Mid-Level/Peste 3 Ani Exp
Education Level: Undergraduate
Availability: anytime

WORK EXPERIENCE

Social Media Executive 01.04.2013 - present:

Company: iRewind

Working city: Bucuresti

Salary: CONFIDENTIAL

Department: Internet/eCommerce/New Media

Company activity field: Sports mobile app

Responsibilities:

My main responsibility was to create the online and social media presence of the brand and it's strategy for the online environment in accordance with the overall marketing strategy and maintain it on the long term. I took over the Facebook and LinkedIn corporate accounts and created accounts on other relevant social networks: Twitter, Tumblr, Instagram, Storify, etc. I also developed the content policy and where each type of content will be shared and how information will be shared from one network to another according to each network's profile, audience and target group.

Online Reputation Manager 01.01.2012 - present:

Company: Intact Media Group

Working city: Bucuresti

Salary: CONFIDENTIAL

Department: Mass Media/Journalism/Graphics/DTP

Company activity field: INTACT is the first Romanian media group based entirely on a private local business. A considerable number of the most important brands in the audio-visual and print industry have been launched under this umbrella since its first product, Intact

Printing House was established in 1991.

The success and consistency of its brands give the true measure of Intact's professionalism - the media group which holds most of the leadership positions on the Romanian media market - no.1. in TV entertainment (Antena 1), no.1 in quality newspapers (Jurnalul national), no.1 in sports papers (Gazeta Sporturilor), no. 1 in weekly financial magazines (Saptamana financiara) , no.1 in sports websites (gsp.ro), no. 1 in general news websites (a1.ro).

20 years since its launch, Intact Media Group became the most important media platform in Romania. Addressing consumers and B2B, Intact Media Group offers quality content, locally targeted, created and developed by a team of professionals. At the same time, Intact Media Group is a trustful partner.

Responsibilities:

Moving from one TV Station (Antena 3) to the corporate role of reputation manager i had the same responsibilities to identify and pursue opportunities for non-paid media exposure for the brand, to create and disseminate online publicity, to help develop social media policies and procedures for the brand and it's assets, and to help manage crisis communications arising from brand or company activities and much more.

We started developing projects and campaigns in the digital world like Primii 20 (a project aimed to select, train and grow 20 individuals with digital and marketing skills to the point of brand ambassador), Lasati-ma sa invat (a corporate social responsibility project ment to raise awareness and funds to open libraries and education centers in rural areas of the country), Salvare pentru SMURD (a social campaign ment to stop a new health law from allowing private companies to access public funds ment for the ambulance, SMURD and the ER), E timpul romanilor (an awareness campaign for romanians to return to their true national values and traditions).

I remained the social media manager for Observator continuing the work started at Antena 3. In addition to that i also looked after the Antena 1 facebook and developed the social media strategy for X Factor during season 2. I managed to double the followers on the X Factor twitter account and engage fans on the facebook page using special strategies for the live shows.

During this period i was also the editor of theindustry.ro, the first media industry magazine in Romania and the administrator of their facebook page.

Achievements:

Salvare pentru SMURD managed to raise almost 300.000 likes on facebook in less than 5 days. Due to the hype of the nation and the mobilization of the people which ended with 3 weeks of protests against president Basescu, the law was pulled back from public debate and the president asked the prime-minister at that time Emil Boc to change pull back to law proposal and to modify the amendement which started our campaign in the first place.

Online Reputation Executive 01.05.2011 - 31.12.2011

Company: SC Antena 3 SA

Working city: Bucuresti

Salary: CONFIDENTIAL

Department: Mass Media/Journalism/Graphics/DTP

Company activity field: TV Station

Responsibilities:

As a reputation executive my responsibilities were to identify and pursue opportunities for non-paid media exposure for the brand, to create and disseminate online publicity, to help develop social media policies and procedures for the brand and its assets, and to help manage crisis communications arising from brand or company activities.

I also created the social media presence of Observator, the main news programme of Antena 1, getting up to 100.000 fans in less than a year without investing any money in ads, sponsored content, etc.

DTP 10.01.2009 - 30.04.2011

Company: SC Ecko Invest SRL

Working city: Drobeta-Turnu-Severin

Salary: CONFIDENTIAL

Department: Printing/Publishing

Company activity field: Publishing House, Promotional Printing, Advertising

Responsibilities:

Book, paper and magazine editing and printing, allocating ISBNs and ISSN, DTP and printing of promotional materials: flyers, banners, roll-ups, large format printing, etc. Design for said materials, etc.

PC Operator 30.05.2008 - 31.12.2008

Company: SC Centrul Digital SRL

Working city: Drobeta-Turnu-Severin

Salary: CONFIDENTIAL

Department: Printing/Publishing

Company activity field: SC Centrul Digital SRL is one of the best Copy Shops in Drobeta Turnu Severin. Its main activity field is selling office supplies, copy shop and printing.

Responsibilities:

My responsibilities were to print and plot documents for clients and DTP.

Team Leader 30.01.2008 - 31.03.2008

Company: ACP Holding GmbH

Working city: Drobeta-Turnu-Severin

Salary: CONFIDENTIAL

Department: IT Hardware

Company activity field: ACP IT Solutions Bucharest SRL offered on the Romanian market a complete range of hardware products, software solutions and services, including

IT financing.

Responsibilities:

Delivery and installing IT equipment which included: workstations, fax machines, various office and large capacity printers and xerox machines, scanners, barcode scanners, etc) in an european sponsored programme which aimed to update and upgrade the quality of the IT equipment in the Public Finance Ministry.

This was a 3 months project based assignment. Our center in Drobeta-Turnu Severin took care of the south-west quadran of Romania which included: Mehedinti, Caras-Severin, Dolj, Gorj and Olt counties.

Content Administrator / IT Expert 01.09.2006 - 31.12.2007

Company: Hambar 18 Media Lab

Working city: Drobeta-Turnu-Severin

Salary: 1000 RON

Department: Internet/eCommerce/New Media

Company activity field: Hambar 18 Media Lab is a New Media firm which is responsible for the ePresence of Sprite on the Romanian Internet. It`s main activity is building, maintaining and administrating websites for it's clients.

Responsibilities:

I was a Content Administrator and i worked from home. My main responsibilities was to administrate and maintain the website sprite.ro as well as it's community forum www.spunepebune.ro.

Achievements:

My main achievement was organising 2 meetings for the forum community in Sinaia in May 2007 and December 2007 bringing together almost 30 people with ages from 16 to 24 from around the country, assuring they have a pleasent stay and that they have fun.

EDUCATION

Studies:

Scoala Post-Liceala Sanitara, Drobeta Turnu Severin 2009 - 2012

Gheroghe Titeica HighSchool 2002-2006

Courses, certificates & awards:

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ABILITIES

Foreign Languages (Knowledge level):

english (advanced)

french (medium)

PC Skills:

Good knowledge of hardware and software.

Very Good skills with the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)

Good skills in using the Microsoft Office Suite (Words, Excel and PowerPoint)

Fair use of HTML, CSS, PHP and MySQL.

MINI INTERVIEW

Mastered the social media (Facebook, Twitter, Google+, LinkedIn, etc.)
Very familiar with various CMS (wordpress, drupal and joomla and variations of these)
Good digital printer and printing knowledge and DTP.

1. Which was your biggest professional achievement?

The Salvare pentru SMURD campaign which led to the health law being modified.

2. Which was your biggest setback?

Not demanding more from myself and not pushing my own personal limits harder.

3. Where do you see yourself 5 years from now?

Working with or coordinating of the top digital marketing departments in the country.

4. What's your biggest dream? Describe your ideal career?

My biggest dream would be either to meet or to convince a CEO and the executive boards from a romanian company of the importance of social media and the digital world. How trends will change and the presence on said medium will value more to the overall reputation of the brand, company and it's assets.

5. What job do you consider to suit you best?

Reputation Manager, Community Manager, Social Media Manager.

6. Describe your ideal company?

An ideal company is an utopia. My ideal company would be my own. In the mean time i am looking for a cosy place alongside smart people who value and respect each other.

7. Which is the department you would like to work in (you can make only one choice)?

Explain why do you consider that you are right for the job and why you made that choice!

Marketing.

8. Give a detailed description of your personality (hobbies, hopes, the things that motivate you, your lifestyle and workstyle, etc)

O am highly motivated by personal development, i enjoy working with a team and sharing ideas, and i love people who break boundaries and rules and who are edgy and bold.

I'm a night owl and i find it the best time to create.